Gatekeeping and digital media

Peter Olaf Looms
What am I going to talk about?

1. What is gatekeeping?
   - Who does it?
   - How is it done?
   - Who is affected?

2. What impact does gatekeeping have?
   - Gatekeeping at different levels in organisations and society

3. What does it mean for media policy?

4. What actions are needed to keep it under control?
What is gatekeeping?

- Who does it?
- How is it done?
- Who is affected?
Walled city: Derry in the Middle Ages

Source: http://www.derryswalls.com/maps.html
Walled city: Derry in the Middle Ages

Source: http://www.derryswalls.com/maps.html
Chinese walled city: 建水县  Jianshui County
The gatekeeping mechanism - portcullis
The gatekeeping mechanism - drawbridge
Gatekeeping: central questions

Where are there gates?
Who is the gatekeeper?
Who are "the gated"?
How does it work?
### Gatekeeping: Central terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gate</td>
<td>The point(s) at which passage is controlled</td>
</tr>
<tr>
<td>Gatekeeping</td>
<td>The process of controlling passage</td>
</tr>
<tr>
<td>Gatekeeper</td>
<td>The actor or stakeholder that performs gatekeeping</td>
</tr>
<tr>
<td>The “Gated”</td>
<td>The entity on whom gatekeeping is exercised</td>
</tr>
<tr>
<td>Gatekeeping mechanism</td>
<td>The means used to carry out gatekeeping</td>
</tr>
</tbody>
</table>
Gatekeeping: some cases

A. Watching TV in Hong Kong (NOW TV and free-to-air digital TV).
B. American Idol on Star TV
C. News widgets on television screens (samsung and Yahoo!)
D. Wikileaks on the Internet
Media “food chain” or value chain
A. Watching TV in Hong Kong: pay TV or free
A. Watching TV in Hong Kong: pay TV or free
<table>
<thead>
<tr>
<th>Program</th>
<th>TV-channel</th>
<th>TV-offering</th>
<th>TV-distribution</th>
<th>TV-reception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rights</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sources</td>
<td>Production Company</td>
<td>Broadcaster</td>
<td>Operator</td>
<td>Transmission Company</td>
</tr>
</tbody>
</table>

- **Viewer**

Diagram:
- Rights
- Information
- Sources
- Production Company
- Broadcaster
- Operator
- Transmission Company
- Consumer Electronics Manufacturer

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# Free-to-air TV

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There are many gates in the value chain
There are also gates within news production

News item Research
Electronic News Gathering
Electronic News item editing
Live news programme line-up & playout

TV journalist research assistant
TV journalist ENG crew
TV journalist video/audio editor graphics artist captions artist
Executive producer vision mixer audio engineer graphics, captions subtitles

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B. American Idol on Star TV

CHECK OUT THE LATEST IDOL NEWS

IDOL VIDEO

TOP FEATURES

Latest Interviews
Read our latest interviews with Season 9’s Top Ten. Get the info.

San Francisco

Adam Lambert
Rare Japanese Import CD
Featuring 4 bonus tracks!
Value network for American Idol
Main revenue streams

Advertisers

Rights Holder
Simon Fuller

Content Production

Programme Sponsors
AT&T, Coca Cola & Ford

Broadcasting Company
Fox Broadcasting Corporation

Satellite Operator
Star TV

Transmission Providers

The Viewer

Product flow

Revenue flow

SMS Voting
AT&T (US only)
Value network for American Idol

Main revenue streams

**Commercial interests**

- Advertisers
- Rights Holder: Simon Fuller
- Content Production
- Programme Sponsors: AT&T, Coca Cola & Ford

**Owned by News Corp**

- Broadcasters: Fox Broadcasting Corporation
- Satellite Operator: Star TV

**Sponsors**

- AT&T, Coca Cola & Ford
- SMS Voting: AT&T (US only)

**The Viewer**

**Product flow**

**Revenue flow**

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C. News widgets on television screens

Program  TV-channel  TV-offering  TV-distribution  TV-reception

Rights

Information

Sources

Production Company  Broadcaster  Operator  Transmission Company  Samsung Manufacturer

Viewer

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C. News widgets on television screens
A concealed gate in Portugal...
A concealed gate in Portugal...
C. News widgets on television screens-Samsung

Program | TV-channel | TV-offering | TV-distribution | TV-reception
---|---|---|---|---
Rights
Information
Sources
Production Company | Broadcaster | Operator | Transmission Company | Consumer Electronics Manufacturer

Viewer

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D. Wikileaks and the Internet

Portal            Domain Name            Host/ISPs            E-payment           Computer

Attacks

Information

Sources

Wikileaks            DNS.com            Amazon/OVH (France) Visa/PayPal National firewalls “Green Dam”

User

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D. Wikileaks

December 01, 2010: 1 website
wikileaks.org

December 07, 2010: 508 websites
wikileaks.ch and 507 mirrors
What impact does gatekeeping have?
Sticky (keeps user with supplier)
Makes switching supplier costly
Media creation and distribution is opaque
What does it mean for media policy?
Need for a level playing field

Convergence requires technology-agnostic regulation

Internet TV

Broadcast TV

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Need for transparency
Need for transparency: Apple’s app. store
Need for transparency: Android’s app. store
What actions are needed to keep it under control?
3 actions to keep gatekeeping under control

1. Media regulation:
   - Pluralism and diversity of supply
   - Carrots and sticks
   - Self-regulation (trade bodies)
   - Competition (anti-trust) and Fair Trading Legislation
3 actions to keep gatekeeping under control

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   - Self-regulation (trade bodies)
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2. Investigative journalism and academic research:
   - Understand how business models work in the digital world
3 actions to keep gatekeeping under control

1. Media regulation:
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2. Investigative journalism and academic research:
   - Understand how business models work in the digital world

3. Increase awareness of media production and distribution in education
   - Make media in schools, reflect on the process
Now it is your turn...

Questions?
Thank you!

Contact particulars

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